



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2021

Station Share (%) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun July 19 to Sat Nov 14 2020

	All 10+				People 10-24				People 18-39				People 25-44				People 25-54				People 45-64				People 55-74				MGS with Kids			
	This	Last	+/-	Rank	This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-		This	Last	+/-	
Atiawa Toa FM	0.3	0.5	-0.2	18	0.5	0.6	-0.1		0.8	0.4	0.4		0.7	0.4	0.3		0.5	0.7	-0.2	*	0.7	*		*	*	*	0.5	1.1	-0.6			
Breeze	12.8	12.1	0.7	2	6.6	6.8	-0.2		5.1	7.6	-2.5		6.8	9.8	-3.0		10.7	12.1	-1.4		20.9	17.3	3.6		19.0	17.5	1.5		9.6	10.6	-1.0	
Coast	4.8	4.7	0.1	10	1.3	1.1	0.2		1.5	1.2	0.3		3.7	2.4	1.3		4.1	3.3	0.8		6.4	7.1	-0.7		8.0	9.1	-1.1		2.8	2.4	0.4	
Edge	6.9	6.6	0.3	7	15.7	17.0	-1.3		13.7	11.8	1.9		10.9	9.0	1.9		8.7	7.1	1.6		2.7	2.9	-0.2		0.9	2.0	-1.1		4.2	7.4	-3.2	
George FM	1.7	0.8	0.9	14	3.3	1.9	1.4		4.3	1.1	3.2		3.5	1.5	2.0		2.4	1.0	1.4		0.1	*	*		*	*	*		0.8	1.4	-0.6	
Gold	0.6	0.6	0.0	16	1.4	0.3	1.1		0.2	0.1	0.1		0.3	0.8	-0.5		0.4	0.9	-0.5		0.6	0.7	-0.1		0.7	0.4	0.3		0.9	1.1	-0.2	
Gold AM	0.1	0.1	0.0	20	*	*	*		*	0.1	*		*	0.1	*		0.1	0.2	-0.1		0.3	0.3	0.0		0.3	0.2	0.1		0.2	0.3	-0.1	
Life FM	0.6	0.5	0.1	16	0.5	0.9	-0.4		1.5	1.0	0.5		1.4	0.9	0.5		0.9	0.6	0.3		0.2	*	*		0.2	*	*		0.3	0.2	0.1	
Magic Music & Talk	8.0	8.8	-0.8	4	0.8	2.2	-1.4		4.6	4.7	-0.1		5.3	6.1	-0.8		4.7	5.6	-0.9		9.3	8.0	1.3		16.2	16.4	-0.2		6.8	6.4	0.4	
Mai FM	7.3	5.2	2.1	6	23.3	11.6	11.7		10.4	9.0	1.4		8.7	8.1	0.6		7.8	6.7	1.1		3.1	2.2	0.9		0.2	0.1	0.1		7.6	4.5	3.1	
More FM	5.0	4.9	0.1	9	4.1	7.0	-2.9		5.1	5.5	-0.4		6.3	4.9	1.4		5.8	4.7	1.1		6.3	6.2	0.1		4.8	6.0	-1.2		4.8	4.8	0.0	
Newstalk ZB	13.5	15.9	-2.4	1	1.6	1.6	0.0		3.9	5.2	-1.3		5.1	6.5	-1.4		6.9	7.7	-0.8		13.0	15.7	-2.7		22.8	26.5	-3.7		11.8	14.9	-3.1	
Radio Hauraki	2.8	3.7	-0.9	12	1.6	2.7	-1.1		4.5	7.0	-2.5		5.5	7.2	-1.7		4.4	5.7	-1.3		2.1	2.3	-0.2		1.4	1.2	0.2		4.7	4.5	0.2	
Rhema	0.3	0.7	-0.4	18	0.5	*	*		0.4	0.8	-0.4		0.4	1.0	-0.6		0.3	1.2	-0.9		*	0.9	*		0.1	0.2	-0.1		0.1	0.5	-0.4	
Rock	4.7	5.2	-0.5	11	6.0	6.9	-0.9		6.5	7.7	-1.2		6.7	7.8	-1.1		6.4	7.5	-1.1		4.6	4.4	0.2		2.2	0.8	1.4		6.6	4.0	2.6	
Star	1.5	1.2	0.3	15	0.5	*	*		*	*	*		*	*	*		1.2	0.4	0.8		2.5	1.8	0.7		1.8	1.6	0.2		1.9	1.6	0.3	
Tarana	1.8	2.2	-0.4	13	0.4	0.4	0.0		0.5	0.7	-0.2		0.6	0.9	-0.3		2.7	3.8	-1.1		3.2	5.3	-2.1		1.2	0.3	0.9		3.2	3.4	-0.2	
Te Upoko o Te Ika	*	*	*	*	*	*	*		0.1	*	*		0.1	*	*		*	*	*		*	*	*		*	*	*		*	*	*	
The Hits	6.9	5.9	1.0	7	12.9	10.0	2.9		10.5	8.8	1.7		8.0	7.7	0.3		8.0	7.4	0.6		6.2	4.8	1.4		3.2	2.1	1.1		10.3	9.7	0.6	
The Sound	8.2	6.2	2.0	3	6.0	5.7	0.3		10.5	5.5	5.0		9.2	4.5	4.7		9.7	5.7	4.0		10.2	9.4	0.8		8.0	8.9	-0.9		6.0	5.2	0.8	
ZM	7.5	7.9	-0.4	5	11.6	19.0	-7.4		14.3	14.3	0.0		12.7	10.7	2.0		9.7	9.0	0.7		4.3	4.3	0.0		3.2	2.1	1.1		11.9	5.9	6.0	
MediaWorks Combo	54.6	49.9	4.7		65.8	59.1	6.7		60.2	53.0	7.2		57.4	51.6	5.8		56.2	50.6	5.6		57.2	50.4	6.8		51.3	51.8	-0.5		46.3	44.3	2.0	
NZME Combo	36.7	40.8	-4.1		30.9	36.4	-5.5		35.0	39.7	-4.7		35.4	38.6	-3.2		34.3	37.3	-3.0		33.9	36.7	-2.8		39.5	41.6	-2.1		42.7	43.9	-1.2	
NZME and Partners	385.3	378.9	6.4		92.1	91.5	0.6		147.1	145.3	1.8		132.8	127.6	5.2		190.8	185.4	5.4		107.0	106.2	0.8		80.6	80.1	0.5		64.9	77.1	-12.2	
Sample	1,539	1,527	12		329	316	13		526	537	-11		531	531	0		779	789	-10		455	441	14		355	329	26		293	328	-35	

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2021

Station Share (%) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun July 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	385.3	378.9	6.4
Sample Size	1,539	1,527	12

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	Mon-Fri 9am-12md		+/-	Mon-Fri 12md-4pm		+/-	Mon-Fri 4pm-7pm		+/-	Mon-Fri 7pm-12mn		+/-	Mon-Fri 12mn-6am		+/-	Sat-Sun 12mn-12mn		+/-
Atiawa Toa FM	0.1	0.3	-0.2	20	0.3	0.6	-0.3	0.3	0.7	-0.4	0.7	0.6	0.1	0.1	*	*	0.1	0.4	-0.3	0.4	0.4	0.0
Breeze	12.0	10.8	1.2	2	13.7	12.4	1.3	11.4	12.7	-1.3	10.6	13.1	-2.5	12.8	8.4	4.4	7.5	9.6	-2.1	16.1	13.2	2.9
Coast	2.2	2.0	0.2	12	4.3	4.1	0.2	5.7	5.8	-0.1	5.0	5.5	-0.5	9.2	6.4	2.8	1.0	1.9	-0.9	6.0	5.8	0.2
Edge	7.0	5.2	1.8	7	5.6	5.8	-0.2	7.1	7.2	-0.1	8.1	7.2	0.9	5.6	9.6	-4.0	2.0	2.5	-0.5	7.8	7.4	0.4
George FM	1.0	1.0	0.0	15	1.8	0.6	1.2	2.6	0.9	1.7	2.4	0.4	2.0	1.3	0.4	0.9	0.5	0.2	0.3	1.2	1.1	0.1
Gold	0.4	0.4	0.0	17	0.4	1.1	-0.7	0.4	0.9	-0.5	0.7	0.3	0.4	0.9	0.6	0.3	1.3	0.3	1.0	0.8	0.4	0.4
Gold AM	0.5	0.3	0.2	16	*	0.2	*	*	0.1	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0
Life FM	0.3	0.4	-0.1	18	0.4	0.3	0.1	1.0	0.5	0.5	1.0	0.5	0.5	0.3	0.7	-0.4	0.3	0.2	0.1	0.5	0.5	0.0
Magic Music & Talk	7.6	8.5	-0.9	5	9.1	9.7	-0.6	8.1	7.4	0.7	6.9	9.7	-2.8	6.1	7.4	-1.3	9.5	10.4	-0.9	8.2	9.2	-1.0
Mai FM	9.7	6.1	3.6	3	5.3	5.8	-0.5	5.5	4.5	1.0	8.5	5.6	2.9	11.2	4.4	6.8	7.0	4.5	2.5	6.7	4.7	2.0
More FM	6.3	6.6	-0.3	9	6.5	6.9	-0.4	5.2	5.0	0.2	5.1	4.0	1.1	2.4	2.7	-0.3	1.2	1.6	-0.4	3.6	3.7	-0.1
Newstalk ZB	14.3	20.1	-5.8	1	10.9	11.3	-0.4	9.8	9.1	0.7	9.3	10.9	-1.6	21.0	26.3	-5.3	44.9	47.1	-2.2	14.4	17.5	-3.1
Radio Hauraki	2.9	5.0	-2.1	11	2.6	3.8	-1.2	2.9	4.5	-1.6	3.7	3.8	-0.1	1.9	2.2	-0.3	1.2	0.7	0.5	2.9	2.8	0.1
Rhema	0.2	0.2	0.0	19	*	0.5	*	0.2	0.7	-0.5	0.3	1.7	-1.4	0.4	0.5	-0.1	0.7	0.3	0.4	0.5	0.9	-0.4
Rock	5.4	6.0	-0.6	10	5.3	4.9	0.4	5.2	5.4	-0.2	6.4	8.5	-2.1	2.6	4.4	-1.8	3.2	2.2	1.0	3.0	3.3	-0.3
Star	1.7	1.2	0.5	14	2.1	1.2	0.9	2.1	1.4	0.7	0.8	0.6	0.2	0.6	1.9	-1.3	0.3	2.3	-2.0	1.1	1.1	0.0
Tarana	1.9	2.2	-0.3	13	1.3	1.3	0.0	1.5	2.4	-0.9	1.5	2.4	-0.9	0.9	1.1	-0.2	0.7	1.0	-0.3	2.7	2.9	-0.2
Te Upoko o Te Ika	*	*	*	*	*	*	*	*	*	*	0.1	*	*	*	*	*	*	*	*	*	*	*
The Hits	6.6	5.5	1.1	8	5.7	6.2	-0.5	6.8	6.8	0.0	7.8	6.8	1.0	9.1	5.0	4.1	10.3	3.0	7.3	6.6	5.4	1.2
The Sound	7.2	3.9	3.3	6	11.4	7.9	3.5	10.1	9.2	0.9	6.2	5.2	1.0	6.5	3.8	2.7	2.7	2.6	0.1	7.1	6.0	1.1
ZM	8.7	8.3	0.4	4	6.8	7.1	-0.3	8.9	8.6	0.3	10.6	9.2	1.4	4.3	7.2	-2.9	2.4	6.8	-4.4	5.6	7.4	-1.8
MediaWorks Combo	56.0	48.0	8.0		58.8	54.0	4.8	55.3	52.3	3.0	54.2	53.6	0.6	48.5	41.1	7.4	33.6	33.7	-0.1	53.8	48.8	5.0
NZME Combo	36.2	43.4	-7.2		31.6	36.3	-4.7	35.2	37.4	-2.2	37.1	37.7	-0.6	46.5	52.0	-5.5	61.6	60.2	1.4	36.4	40.8	-4.4

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WELLINGTON COMMERCIAL RADIO - SURVEY 1 2021

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 4/2020 - 1/2021

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	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	5.7	4.5	1.2	14	1.2	1.3	-0.1	4.8	2.0	2.8	4.2	2.2	2.0	4.2	2.4	1.8	0.3	0.2	0.1	0.3	0.7	-0.4	1.6	1.0	0.6
Breeze	51.6	52.1	-0.5	1	10.8	9.0	1.8	13.2	15.6	-2.4	13.4	17.4	-4.0	21.8	26.3	-4.5	21.7	18.4	3.3	17.8	15.9	1.9	10.7	11.3	-0.6
Coast	24.9	24.9	0.0	11	2.5	1.7	0.8	3.5	5.5	-2.0	5.6	6.7	-1.1	10.9	11.4	-0.5	11.1	11.1	0.0	10.6	10.4	0.2	3.6	5.4	-1.8
Edge	47.9	40.2	7.7	3	16.0	14.9	1.1	31.0	23.0	8.0	25.4	18.2	7.2	29.7	22.4	7.3	5.9	6.5	-0.6	2.2	2.8	-0.6	6.0	7.2	-1.2
George FM	9.9	7.6	2.3	13	3.5	2.9	0.6	7.3	5.3	2.0	5.3	3.9	1.4	6.0	4.4	1.6	0.9	0.7	0.2	0.4	0.4	0.0	1.4	1.1	0.3
Gold	4.9	5.6	-0.7	15	1.5	1.5	0.0	0.8	1.0	-0.2	1.3	1.3	0.0	2.0	3.0	-1.0	1.7	2.2	-0.5	1.3	1.1	0.2	1.4	1.8	-0.4
Gold AM	1.3	1.4	-0.1	20	0.2	*	*	*	0.4	*	*	0.4	*	0.4	1.2	-0.8	0.6	1.0	-0.4	0.6	0.1	0.5	0.6	0.7	-0.1
Life FM	4.7	5.7	-1.0	16	1.7	2.4	-0.7	2.5	2.8	-0.3	2.1	2.4	-0.3	2.1	2.8	-0.7	0.9	0.9	0.0	0.9	0.5	0.4	1.0	1.0	0.0
Magic Music & Talk	25.5	30.1	-4.6	10	1.1	1.9	-0.8	4.1	5.6	-1.5	6.0	6.9	-0.9	8.5	12.3	-3.8	10.9	12.6	-1.7	13.0	13.2	-0.2	4.7	7.5	-2.8
Mai FM	29.5	20.4	9.1	7	12.3	8.9	3.4	18.1	11.0	7.1	13.8	8.9	4.9	16.2	10.7	5.5	3.4	2.5	0.9	1.0	0.7	0.3	4.7	3.8	0.9
More FM	27.6	26.0	1.6	8	5.5	6.2	-0.7	11.0	10.4	0.6	12.2	10.4	1.8	17.1	14.8	2.3	9.2	8.5	0.7	5.0	4.9	0.1	6.5	7.9	-1.4
Newstalk ZB	42.6	47.7	-5.1	5	3.8	3.3	0.5	8.9	10.6	-1.7	9.9	11.9	-2.0	16.4	21.9	-5.5	14.5	18.2	-3.7	15.1	14.3	0.8	6.2	12.2	-6.0
Radio Hauraki	23.3	23.8	-0.5	12	3.9	2.8	1.1	11.9	15.7	-3.8	13.2	16.9	-3.7	16.8	19.3	-2.5	5.8	3.7	2.1	2.5	1.7	0.8	6.2	5.8	0.4
Rhema	3.4	5.0	-1.6	19	1.2	0.3	0.9	0.7	0.9	-0.2	0.7	1.7	-1.0	1.1	3.6	-2.5	0.7	2.4	-1.7	0.4	0.7	-0.3	0.8	0.9	-0.1
Rock	27.3	25.8	1.5	9	5.7	5.8	-0.1	14.2	14.1	0.1	15.5	13.9	1.6	19.5	18.6	0.9	6.0	5.6	0.4	2.1	1.4	0.7	7.0	5.1	1.9
Star	3.9	2.8	1.1	18	0.8	0.3	0.5	0.8	0.4	0.4	0.3	0.1	0.2	1.5	1.1	0.4	1.4	1.3	0.1	1.1	0.5	0.6	0.8	1.0	-0.2
Tarana	4.1	5.0	-0.9	17	0.5	0.4	0.1	0.7	1.2	-0.5	1.1	2.0	-0.9	2.8	4.4	-1.6	1.8	2.5	-0.7	0.7	0.2	0.5	1.5	2.1	-0.6
Te Upoko o Te Ika	0.6	0.4	0.2	21	*	*	*	0.6	0.4	0.2	0.6	0.4	0.2	0.6	0.4	0.2	*	*	*	*	*	*	0.3	0.1	0.2
The Hits	43.9	34.8	9.1	4	15.2	11.1	4.1	19.1	14.8	4.3	16.9	13.3	3.6	23.1	20.3	2.8	10.5	9.4	1.1	5.6	3.1	2.5	9.1	10.7	-1.6
The Sound	31.7	28.7	3.0	6	5.2	4.8	0.4	9.4	8.5	0.9	11.0	9.2	1.8	17.5	14.8	2.7	13.0	12.2	0.8	8.7	8.7	0.0	6.0	6.4	-0.4
ZM	50.3	43.8	6.5	2	15.1	13.4	1.7	29.9	25.0	4.9	25.4	20.0	5.4	30.4	26.5	3.9	8.8	9.8	-1.0	4.3	3.6	0.7	11.6	10.8	0.8
MediaWorks Combo	176.9	162.2	14.7		40.6	37.8	2.8	72.6	65.2	7.4	66.4	58.3	8.1	93.2	84.1	9.1	55.5	48.0	7.5	39.4	36.4	3.0	31.1	34.6	-3.5
NZME Combo	147.7	145.3	2.4		30.8	26.0	4.8	55.4	57.3	-1.9	54.1	55.7	-1.6	76.7	80.3	-3.6	42.9	42.5	0.4	32.0	29.5	2.5	28.6	34.6	-6.0
All Commercial Radio	255.7	252.1	3.6		54.7	51.0	3.7	97.2	94.8	2.4	93.3	92.3	1.0	135.5	135.8	-0.3	78.5	76.0	2.5	55.1	52.8	2.3	47.1	58.0	-10.9
Potential (000)	385.3	378.9	6.4		92.1	91.5	0.6	147.1	145.3	1.8	132.8	127.6	5.2	190.8	185.4	5.4	107.0	106.2	0.8	80.6	80.1	0.5	64.9	77.1	-12.2
Sample	1,539	1,527	12		329	316	13	526	537	-11	531	531	0	779	789	-10	455	441	14	355	329	26	293	328	-35

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2021

Cumulative Audience (000's) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun July 19 to Sat Nov 14 2020

	This	Last	+/-
Potential (000)	385.3	378.9	6.4
Sample Size	1,539	1,527	12

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am		+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	1.2	1.6	-0.4	19	1.5	0.6	0.9	1.5	0.9	0.6	2.9	1.8	1.1	0.8	0.1	0.7	0.2	0.2	0.0	2.5	2.4	0.1
Breeze	24.0	25.9	-1.9	2	21.2	23.0	-1.8	22.1	21.0	1.1	19.6	23.9	-4.3	8.2	10.7	-2.5	5.8	5.7	0.1	31.7	34.5	-2.8
Coast	8.1	7.2	0.9	11	8.5	10.0	-1.5	11.0	12.4	-1.4	11.2	11.2	0.0	5.5	5.3	0.2	1.6	2.2	-0.6	14.2	12.3	1.9
Edge	23.3	18.2	5.1	4	16.5	12.5	4.0	20.9	18.6	2.3	20.4	18.7	1.7	7.9	10.5	-2.6	1.7	1.7	0.0	27.2	24.2	3.0
George FM	3.1	2.1	1.0	13	2.1	2.3	-0.2	4.3	2.9	1.4	4.8	1.8	3.0	2.0	2.1	-0.1	0.7	0.4	0.3	5.0	4.6	0.4
Gold	1.6	1.6	0.0	17	1.8	2.1	-0.3	1.3	1.0	0.3	2.4	2.2	0.2	1.5	1.4	0.1	0.3	0.4	-0.1	2.4	2.4	0.0
Gold AM	0.4	0.5	-0.1	20	*	0.7	*	0.5	0.5	0.0	*	*	*	*	*	*	*	*	*	0.6	0.6	0.0
Life FM	2.3	3.2	-0.9	15	1.7	1.8	-0.1	1.2	1.7	-0.5	2.7	2.2	0.5	0.7	1.2	-0.5	0.8	0.6	0.2	2.4	2.9	-0.5
Magic Music & Talk	13.3	16.3	-3.0	9	13.6	16.1	-2.5	12.5	11.9	0.6	11.5	14.1	-2.6	5.2	6.1	-0.9	3.0	4.1	-1.1	15.0	17.5	-2.5
Mai FM	19.7	10.7	9.0	6	11.8	10.2	1.6	10.2	11.0	-0.8	17.1	9.6	7.5	8.1	3.9	4.2	2.6	1.4	1.2	15.2	13.4	1.8
More FM	14.1	11.9	2.2	8	12.1	10.2	1.9	12.2	11.0	1.2	14.0	11.2	2.8	5.0	5.2	-0.2	1.4	1.8	-0.4	13.5	15.0	-1.5
Newstalk ZB	23.9	29.5	-5.6	3	17.5	24.2	-6.7	18.8	22.5	-3.7	18.5	19.2	-0.7	10.7	14.0	-3.3	8.9	11.5	-2.6	27.0	29.1	-2.1
Radio Hauraki	8.1	10.6	-2.5	11	6.8	10.5	-3.7	10.2	10.7	-0.5	10.8	12.1	-1.3	3.7	4.6	-0.9	1.4	0.6	0.8	13.9	14.4	-0.5
Rhema	1.3	1.2	0.1	18	0.4	0.8	-0.4	1.6	1.9	-0.3	0.7	2.5	-1.8	0.5	0.4	0.1	0.6	0.1	0.5	1.9	3.0	-1.1
Rock	12.7	13.4	-0.7	10	9.5	8.9	0.6	10.9	11.5	-0.6	14.3	14.4	-0.1	4.9	6.4	-1.5	3.8	2.7	1.1	14.5	13.8	0.7
Star	2.9	2.2	0.7	14	2.1	1.6	0.5	2.4	1.9	0.5	1.5	1.2	0.3	0.5	0.5	0.0	0.2	0.3	-0.1	2.7	2.5	0.2
Tarana	2.1	3.1	-1.0	16	1.5	2.1	-0.6	2.6	3.8	-1.2	1.9	2.9	-1.0	1.0	1.3	-0.3	0.5	1.1	-0.6	3.3	3.9	-0.6
Te Upoko o Te Ika	0.3	0.1	0.2	21	*	*	*	0.3	*	*	0.6	0.1	0.5	*	0.3	*	*	*	*	0.3	*	*
The Hits	19.9	18.9	1.0	5	14.3	13.7	0.6	17.2	14.3	2.9	19.5	15.5	4.0	10.9	7.4	3.5	5.0	3.1	1.9	25.4	20.0	5.4
The Sound	16.1	11.8	4.3	7	13.2	13.2	0.0	14.2	13.4	0.8	12.1	13.0	-0.9	5.4	5.2	0.2	2.5	2.2	0.3	18.7	18.8	-0.1
ZM	24.8	21.7	3.1	1	17.6	14.4	3.2	23.8	18.1	5.7	26.6	23.4	3.2	9.9	8.2	1.7	3.2	3.9	-0.7	25.3	25.6	-0.3
MediaWorks Combo	108.0	94.1	13.9		89.1	84.6	4.5	93.0	89.3	3.7	97.6	91.6	6.0	42.3	43.6	-1.3	18.6	18.4	0.2	116.0	114.4	1.6
NZME Combo	81.4	83.5	-2.1		60.6	67.6	-7.0	73.7	73.3	0.4	80.4	75.9	4.5	39.4	39.9	-0.5	19.3	21.3	-2.0	96.3	93.5	2.8
All Commercial Radio	173.3	165.4	7.9		137.7	135.2	2.5	149.1	149.8	-0.7	165.2	156.0	9.2	81.3	79.2	2.1	36.5	38.0	-1.5	190.2	191.3	-1.1

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui



WELLINGTON COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 4/2020 - 1/2021

This Survey Period: Sun Sept 13 to Sat Nov 14 2020 & Sun Jan 31 to Sat Apr 10 2021

Last Survey Period: Sun July 19 to Sat Nov 14 2020

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	1:53	3:28	-1:35	2:05	2:05	-0:00	1:50	2:15	-0:25	1:51	2:05	-0:13	1:51	5:12	-3:21	1:15	38:45	-37:30	1:15	0:15	1:00	1:55	9:04	-7:09
Breeze	8:15	7:36	0:39	2:54	3:22	-0:27	4:01	5:37	-1:35	5:32	6:35	-1:02	8:11	8:06	0:05	11:32	9:59	1:32	10:58	8:47	2:10	5:20	7:40	-2:20
Coast	6:25	6:07	0:17	2:34	2:55	-0:21	4:21	2:25	1:56	7:16	4:17	2:59	6:14	5:03	1:11	6:50	6:49	0:01	7:44	6:57	0:46	4:40	3:39	1:01
Edge	4:47	5:24	-0:37	4:40	5:06	-0:25	4:36	5:54	-1:18	4:42	5:49	-1:06	4:53	5:34	-0:41	5:31	4:48	0:43	4:06	5:49	-1:42	4:09	8:19	-4:10
George FM	5:39	3:30	2:09	4:27	2:59	1:27	6:13	2:26	3:47	7:20	4:32	2:47	6:42	4:08	2:33	1:47	0:44	1:03	0:49	0:15	0:34	3:15	10:02	-6:47
Gold	3:56	3:40	0:16	4:17	1:00	3:16	2:34	1:07	1:26	2:48	7:30	-4:41	2:59	5:22	-2:22	4:03	3:30	0:32	5:01	2:40	2:20	3:58	5:00	-1:02
Gold AM	3:17	3:07	0:10	0:15	*	*	*	2:30	*	*	2:30	*	2:26	2:10	0:15	5:57	3:21	2:35	4:56	12:00	-7:03	1:36	3:12	-1:35
Life FM	4:05	2:39	1:26	1:21	1:38	-0:16	6:16	3:56	2:19	7:00	4:31	2:28	7:00	3:59	3:01	2:11	0:28	1:43	2:11	0:15	1:56	1:57	1:59	-0:02
Magic Music & Talk	10:24	9:34	0:50	3:23	5:11	-1:48	11:48	9:41	2:06	9:51	10:20	-0:29	9:08	8:02	1:05	10:14	6:47	3:27	12:52	9:52	2:59	8:32	6:57	1:34
Mai FM	8:16	8:21	-0:05	9:05	5:46	3:18	5:59	9:25	-3:25	6:54	10:37	-3:43	8:04	11:00	-2:56	10:46	9:27	1:19	1:33	1:02	0:30	9:33	9:40	-0:06
More FM	6:02	6:14	-0:12	3:35	5:06	-1:30	4:50	6:03	-1:12	5:37	5:29	0:08	5:41	5:36	0:05	8:08	7:46	0:21	9:53	9:48	0:05	4:22	4:57	-0:35
Newstalk ZB	10:31	10:57	-0:25	1:58	2:14	-0:15	4:33	5:40	-1:06	5:44	6:24	-0:39	7:03	6:11	0:51	10:45	9:13	1:32	15:30	14:40	0:50	11:19	9:59	1:19
Radio Hauraki	4:03	5:09	-1:05	1:59	4:17	-2:17	3:59	5:07	-1:08	4:36	5:02	-0:25	4:19	5:14	-0:54	4:24	6:37	-2:12	5:30	5:47	-0:17	4:29	6:14	-1:45
Rhema	2:38	4:43	-2:05	1:52	0:40	1:12	6:16	10:57	-4:41	6:16	6:45	-0:29	3:53	5:57	-2:04	0:40	4:13	-3:33	2:38	2:01	0:37	0:59	4:25	-3:25
Rock	5:47	6:34	-0:47	5:03	5:16	-0:13	4:44	6:19	-1:34	4:44	6:36	-1:51	5:28	7:07	-1:39	9:15	8:20	0:54	10:33	4:40	5:53	5:36	6:27	-0:51
Star	12:59	14:16	-1:17	2:44	0:15	2:29	0:15	0:15	0:00	0:15	0:15	0:00	13:25	6:53	6:32	20:42	14:50	5:52	17:24	24:19	-6:54	13:08	13:26	-0:18
Tarana	14:31	14:21	0:10	3:28	4:51	-1:23	7:10	6:33	0:37	5:45	5:19	0:25	15:40	15:17	0:23	21:34	23:11	-1:36	17:55	10:45	7:10	12:44	13:22	-0:37
Te Upoko o Te Ika	1:13	0:19	0:54	*	*	*	1:13	0:19	0:54	1:13	0:19	0:54	1:13	0:19	0:54	*	*	*	*	*	*	0:30	0:30	0:00
The Hits	5:13	5:33	-0:19	4:03	4:02	0:00	5:43	6:47	-1:04	5:10	6:49	-1:39	5:49	6:26	-0:37	7:01	5:29	1:32	5:59	5:28	0:31	6:44	7:26	-0:41
The Sound	8:36	7:06	1:30	5:25	5:22	0:02	11:39	7:26	4:13	9:15	5:46	3:29	9:12	6:48	2:23	9:22	8:14	1:08	9:28	8:06	1:21	5:53	6:37	-0:44
ZM	4:58	5:56	-0:57	3:41	6:19	-2:38	5:00	6:34	-1:34	5:30	6:18	-0:48	5:18	5:58	-0:39	5:50	4:39	1:11	7:41	4:46	2:55	6:07	4:30	1:37
MediaWorks Combo	10:16	10:04	0:11	7:44	6:58	0:45	8:39	9:21	-0:42	9:30	10:23	-0:53	10:03	10:34	-0:30	12:19	11:12	1:07	13:25	11:18	2:06	8:50	10:28	-1:38
NZME Combo	8:16	9:11	-0:54	4:46	6:14	-1:28	6:35	7:58	-1:22	7:12	8:09	-0:56	7:27	8:09	-0:41	9:27	9:12	0:15	12:43	11:13	1:29	8:51	10:22	-1:30
All Commercial Radio	13:01	12:59	0:01	8:43	8:46	-0:02	10:44	12:08	-1:24	11:47	12:44	-0:56	12:18	12:56	-0:38	15:14	14:02	1:12	18:42	15:03	3:38	12:35	14:05	-1:30
Potential (000)	385.3	378.9	6.4	92.1	91.5	0.6	147.1	145.3	1.8	132.8	127.6	5.2	190.8	185.4	5.4	107.0	106.2	0.8	80.6	80.1	0.5	64.9	77.1	-12.2
Sample	1,539	1,527	12	329	316	13	526	537	-11	531	531	0	779	789	-10	455	441	14	355	329	26	293	328	-35

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WELLINGTON COMMERCIAL RADIO - SURVEY 1 2021

Average Time Spent Listening (hh:mm) by Daypart, People 10+
Survey Comparisons: 4/2020 - 1/2021

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Potential (000)	385.3	378.9	6.4
Sample Size	1,539	1,527	12

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am			Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Atiawa Toa FM	0:43	0:58	-0:15	1:00	5:37	-4:36	1:29	4:27	-2:57	0:56	1:24	-0:27	0:15	0:15	0:00	0:30	1:45	-1:15	1:16	1:19	-0:03
Breeze	3:19	2:36	0:43	3:43	2:58	0:44	3:25	3:49	-0:24	2:15	2:15	-0:00	2:53	1:31	1:21	1:16	1:42	-0:26	3:40	2:53	0:47
Coast	1:46	1:44	0:02	2:56	2:15	0:40	3:26	2:57	0:28	1:52	2:01	-0:09	3:05	2:21	0:43	0:35	0:52	-0:17	3:05	3:33	-0:28
Edge	2:00	1:47	0:13	1:57	2:32	-0:35	2:15	2:27	-0:12	1:39	1:35	0:03	1:18	1:46	-0:28	1:06	1:27	-0:20	2:05	2:19	-0:14
George FM	2:06	3:04	-0:58	4:56	1:26	3:29	4:00	2:02	1:58	2:06	0:53	1:13	1:11	0:21	0:50	0:40	0:34	0:05	1:44	1:52	-0:08
Gold	1:44	1:44	-0:00	1:19	2:57	-1:37	1:53	5:38	-3:45	1:19	0:38	0:41	1:05	0:47	0:18	4:00	0:44	3:15	2:25	1:24	1:00
Gold AM	8:34	4:39	3:55	*	1:20	*	0:37	0:57	-0:19	*	*	*	*	*	*	*	*	*	1:00	1:09	-0:08
Life FM	0:54	0:43	0:10	1:14	0:59	0:14	5:22	1:59	3:23	1:34	1:02	0:31	0:43	1:09	-0:26	0:20	0:17	0:02	1:27	1:18	0:09
Magic Music & Talk	3:47	3:15	0:32	3:49	3:19	0:30	4:18	3:55	0:22	2:31	2:51	-0:19	2:09	2:22	-0:12	3:03	2:32	0:31	3:57	4:00	-0:02
Mai FM	3:16	3:32	-0:16	2:35	3:06	-0:30	3:35	2:33	1:01	2:04	2:24	-0:19	2:34	2:14	0:19	2:37	3:17	-0:39	3:12	2:41	0:30
More FM	2:57	3:26	-0:29	3:04	3:43	-0:38	2:49	2:52	-0:02	1:32	1:28	0:03	0:53	1:00	-0:07	0:51	0:53	-0:02	1:55	1:52	0:03
Newstalk ZB	3:59	4:16	-0:17	3:34	2:34	1:00	3:26	2:33	0:53	2:06	2:20	-0:14	3:38	3:39	-0:00	4:59	4:07	0:51	3:51	4:32	-0:40
Radio Hauraki	2:23	2:55	-0:32	2:10	1:59	0:11	1:53	2:40	-0:47	1:24	1:17	0:07	0:58	0:57	0:01	0:48	1:08	-0:19	1:31	1:28	0:02
Rhema	0:52	1:06	-0:14	0:45	3:25	-2:40	0:54	2:26	-1:32	1:53	2:53	-1:00	1:13	2:09	-0:55	1:08	2:30	-1:21	1:50	2:15	-0:25
Rock	2:50	2:47	0:03	3:13	3:00	0:13	3:10	2:57	0:12	1:51	2:26	-0:35	0:57	1:20	-0:22	0:50	0:49	0:00	1:31	1:49	-0:18
Star	3:57	3:27	0:30	5:44	4:09	1:34	5:44	4:49	0:55	2:22	2:04	0:17	2:05	7:23	-5:18	1:15	7:00	-5:45	3:03	3:28	-0:25
Tarana	6:10	4:28	1:41	5:09	3:27	1:42	3:55	4:01	-0:06	3:20	3:30	-0:09	1:49	1:39	0:10	1:15	0:56	0:18	5:51	5:34	0:17
Te Upoko o Te Ika	0:15	0:15	0:00	*	*	*	0:30	*	*	0:22	0:15	0:07	*	0:15	*	*	*	*	1:00	*	*
The Hits	2:12	1:49	0:23	2:17	2:29	-0:12	2:38	2:59	-0:21	1:40	1:49	-0:08	1:32	1:18	0:14	2:03	0:59	1:03	1:52	2:02	-0:10
The Sound	2:58	2:04	0:54	4:58	3:18	1:39	4:43	4:21	0:21	2:09	1:39	0:30	2:15	1:25	0:49	1:05	1:10	-0:04	2:45	2:25	0:20
ZM	2:19	2:23	-0:03	2:12	2:42	-0:29	2:29	3:00	-0:30	1:39	1:37	0:02	0:48	1:43	-0:54	0:44	1:46	-1:01	1:35	2:11	-0:35
MediaWorks Combo	3:27	3:11	0:15	3:47	3:31	0:16	3:56	3:42	0:14	2:19	2:25	-0:05	2:06	1:49	0:16	1:46	1:50	-0:03	3:21	3:13	0:08
NZME Combo	2:57	3:15	-0:17	2:59	2:57	0:01	3:09	3:13	-0:03	1:56	2:03	-0:07	2:10	2:32	-0:21	3:08	2:50	0:17	2:44	3:18	-0:33
All Commercial Radio	3:50	3:47	0:03	4:10	4:05	0:05	4:26	4:13	0:13	2:32	2:39	-0:07	2:16	2:27	-0:11	2:42	2:38	0:03	3:48	3:57	-0:08

MediaWorks Combo: Breeze or Edge or George FM or Magic Music & Talk or Mai FM or More FM or Rock or The Sound

NZME Combo: Coast or Gold (from S3 2020) or Gold AM (from S4 2020) or Newstalk ZB or Radio Hauraki or The Hits or ZM or internet only listening to Flava or Hokonui